

A shared wealth of timely health resources to combat COVID-19

Expediting our response to an emerging health threat



The team has been focused on COVID-19 issues. I know Krames has been integral in that process and has been great in working with us on COVID-19 content.



HealthSystem EHR Consulting
Product Analyst

It's amazing how the culture has changed over the last five years—something you don't always see in government. With the CEO's support, the workforce wants to incorporate wellness into their daily lives; and with Krame's resources, they have the tools to make it happen. Stress levels are down, and employees seem genuinely more engaged.

HealthSystem Director of
Content Strategy, Digital Marketing

We've been blown away by the quality of our content and the speed at which Krames has released these resources.



HealthSystem Patient education specialty

Krames

The Krames brands include Krames patient education—a trusted source for engaging, medically-reviewed patient education for more than 40 years. Technology-enabled solutions including Krames On FHIR®, Krames On-Demand®, the Consumer Health Library, and high-touch marketing solutions reach more than 11 million patients each year.

Recognizing a growing concern

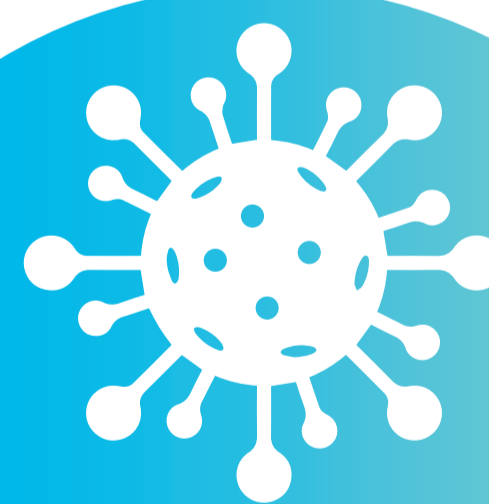
Coronavirus disease 2019 (COVID-19) was first detected by testing in the United States in January 2020. A month later, the CDC confirmed the first known case of community spread in the U.S. With breathtaking speed, COVID-19 began to sweep across the world.

As the COVID-19 health threat escalated, health systems, hospitals, and other provider organizations raced to reengineer operations to address the influx of suspected and verified COVID-19 patient cases. This included rapidly standing up large scale testing facilities in community settings, as well as shifting traditional face-to-face medical care to new virtual alternatives.

The COVID-19 health crisis just as quickly also became an informational crisis as consumers and media raced to keep pace with current guidelines for transmission and prevention. The CDC has responded with rapidly evolving guidance to defend against virus-related misinformation. Serving as a source for trusted health information for those you care for is more important than ever as they face this rapidly evolving health crisis—and its onslaught of information that changes daily.

Providing trusted tools to build healthier communities

- ▶ 15+ HealthSheets™ (available in languages other than English)
- ▶ 10+ videos
- ▶ 15+ StayWell Consumer Health Library content pieces (including Symptom Checkers)
- ▶ 40+ infographics, articles, blogs, emails, and other marketing or general health and wellness content pieces
- ▶ Krames On FHIR clients receive new content in real time
- ▶ Krames On-Demand clients receive new content via dedicated weekly upload
- ▶ All content is accessible to all visitors on our COVID-19 resource center at [krames.com](https://www.krames.com)



Developing and delivering new COVID-19-related content in record speed